

### **REMARKS**

Consideration of the amendments to the application is respectfully requested. The amendments are made pursuant to 37 C.F.R. 1.121. No new matter has been entered.

#### **Status of Claims**

Claims 1-10 and 12-21 are pending in this application.

Claims 1-10 and 12-21 stand rejected.

Claim 11 has been cancelled.

Claims 1, 2, 3, 9, 10 and 18 have been amended.

#### **Claims**

##### **Rejection under 35 U.S.C. 102(e) as being anticipated by Sakaguchi (US 6,310,627)**

In the section titled "Claim Rejection – 35 USC 102" of the Office Action, the Examiner rejected Claims 1, 3, 7, 9, 10, 11, 12, 13, 16, 17 and 19 as being anticipated by Sakaguchi (US 6,310,627). Claim 11 has been added to claim 1.

#### **Applicant's Invention**

Applicant's invention is a system for providing mass- personalized and customized merchandize and purchase services on-line, through intelligent recommendations, guided selection and purchase processes, configuration, coordination, fitting, composed and animated presentation, demonstration, etc., based on individual customer input and artificial intelligence rules-databases and comparison algorithms.

Interactive, intelligent process and rule-driven enquiry-database, intelligent product databases, artificial intelligence rules, data comparison algorithm, graphics and video design, composition, animation software, graphics and video input and output hardware and software, and/or video streaming are used to (1) guide consumers through needs and tastes definition process, (2) make recommendations, (3) narrow selections, (4) determine the fit, (5) configure and optimize various options of subsystems into a complete system, (6) layout, compose and/or animate, and (7) display the fitted system of multiple items with the recommended and/or selected settings.

Claim 1 was amended to include the limitations of Claim 11 and reads as follows:

*1. A system for purchasing goods and services online, comprising:  
means for prompting a user to specify preferences regarding at least one type of merchandise or service of interest to a user by having the user answer a plurality of questions, the means then retrieving data responsive to the indicated preferences from at least one database and displaying said data on a display device wherein the system uses predetermined intelligence rules together with said preferences input by the user to search merchandise databases and select and recommend merchandise and accessories to the user. (Emphasis added)*

Sakaguchi **does not** teach the above emphasized claim language. More specifically, Sakaguchi **does not** teach or describe, in addition to other things, 1) “intelligence rules,” 2) “questions” to the user, and 3) the limitation of “recommend merchandise and accessories” to the user based on the rules. Applicant observes that neither the word “recommend” nor any derivation is found in the specification of Sakaguchi.

Furthermore, with regard to the Examiner’s statements related to Claim 2 on page 3 that Sakaguchi “does not teach 1) a questionnaire database that prompts the user to answer a plurality of questions to specify user preferences with regard to the at least one type of merchandise.” (Emphasis added) However, Applicant observes that the emphasized limitations are broadly

claimed in Claim 1 which is rejected under 35 USC 102(e) as being anticipated by Sakaguchi. Applicant observes that Sakaguchi **does not** teach providing “questions” and does not use any derivation of the word “question” in the specification.

Accordingly in view of the Examiner’s own statements and those observed by Applicant, Claim 1 is allowable over Sakaguchi and the corresponding rejection under 35 USC 102(e) should be withdrawn. Since Claims 2-10, 12-21 depend from independent Claim 1, then for the same reasons set forth above with regard to Claim 1, these dependent claims are also allowable over Sakaguchi and the corresponding rejections under 35 USC 102(e) and 103(a) should be withdrawn.

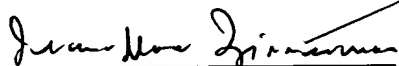
**Rejection under 35 U.S.C. 103(a) as being unpatentable over Sakaguchi  
in view of Fano (6,317,718) in view of Hashimoto (5,729,699) and  
further in view of Official Action**

In the section titled “Claim Rejection – 35 USC 103” of the Office Action, the Examiner rejected Claims 2, 4-6, 8, 14, 15, 18 and 21 as being unpatentable over Sakaguchi (US 6,310,627) in view of Fano (6,317,718) in view of Hashimoto (5,729,699) and further in view of Official Action. Applicant traverses the Examiner’s rejection for at least the comments set forth above in relation to Claim 1.

### CONCLUSION

In view of the foregoing remarks and amendments, the Applicant believe that she has overcome all of the Examiner's basis for rejection, and that this application therefore stands in condition for allowance. However, if the Examiner is of the opinion that such action can not be taken, the Applicant requests that he contact their undersigned attorney at (908) 654-8000 in order to resolve any outstanding issues without the necessity of issuing another Office Action.

Respectfully submitted,

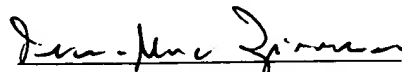


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Dated: November 10, 2003  
Westfield, New Jersey

### CERTIFICATE OF MAILING

I hereby certify that on November 10, 2003 I caused the Amendment for U.S. Patent Application Serial No. 09/619,255 to be mailed by first class mail to the Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
Jean-Marc Zimmerman